

TOP 15 MUSIC VIDEOCASSETTES

1	WE ARE THE WORLD - THE VIDEO EVENT USA For Africa (MusicVision 6-20475)	1	4
2	MADONNA Madonna (Warner Music Video 3-38101)	2	4
3	ALL NIGHT LONG Lionel Richie (MusicVision 6-20420)	5	4
4	PRIVATE DANCER Tina Turner (Sony Video 97W50066-7)	3	4
5	WHAM! THE VIDEO Wham! (CBS-Fox Video Music 3048)	4	4
6	SING BLUE SILVER Duran Duran (Thorn/EMI/HBO Video 2852)	6	4
7	DANCE ON FIRE The Doors (MCA Dist. Corp. 80157)	7	4
8	VISIONS Diana Ross (MusicVision 6-20454)	8	4
9	U2 LIVE AT RED ROCKS U2 (MCA Dist. Corp. 80067)	9	4
10	ANIMALIZE LIVE UNCENSORED Kiss (MusicVision 6-20445)	11	3
11	BEHIND THE IRON CURTAIN Iron Maiden (Sony Video 95W50014)	10	2
12	DANCING ON A VALENTINE Duran Duran (Sony Video 97W5075)	13	4
13	AN AMERICAN BAND The Beach Boys (Vestron VA 4181)	12	3
14	YESTERDAY ONCE MORE Carpenters (MusicVision 6-21005)	14	4
15	AIN'T THAT AMERICA John Cougar Mellencamp (MusicVision 6-20455)	15	4

THE CASH BOX TOP 15 MUSIC VIDEOCASSETTES CHART IS BASED ON ACTUAL PIECES SOLD AT RETAIL STORES

Executive Monitor

Vestron Video has announced the promotion of two staff members: **Janice L. Whiffen** is named to the post of vice president of sales, having most recently served as national sales director for the company. Prior to joining Vestron in 1982 as national sales manager, Whiffen served as regional sales manager for *Playgirl* magazine, national advertising director for **A&M Records**, and national advertising director and merchandising manager for **Arista Records**. Also at Vestron, **Sharon Streger** has been promoted to the position of vice president of creative services from her former post as director of creative services. Streger previously served as creative consultant and writer for Group W Satellite Communications. . . . **Vallery Kountze** has been promoted to the newly created position of vice president of marketing for **RCA/Columbia Pictures Home Video**. She is upped from director of marketing. Kountze joined RCA/

Columbia Pictures Home Video in 1982 from her partnership in Mainstreet Communications, Inc. Also at RCA/Columbia Home Video, **Jon Barbour** has been appointed manager of sales promotions. He is promoted from accounts manager. **Bill Kruger** has been named western regional accounts manager. Kruger comes to RCA/Columbia Pictures Home Video from **Sound Video Unlimited**. The newly created position of sales assistant at RCA/Columbia Pictures Home Video has been filled by **Robert Scott**. . . . **Karl Lorimar Home Video** has promoted four executives: **Coul Shannon** moves to executive vice president from vice president of marketing; **Harold Weitzberg** becomes executive vice president from vice president of sales; **Francie McBride** is upped to director of marketing from director of creative services; and **Kevin Johnston** becomes director of sales from national accounts executive.



CERTIFIED FIRSTS — Thorn EMI/HBO Video titles *Flashpoint* and *Heaven Help Us* were recently certified platinum and gold by the RIAA. These are the first titles to be certified under the HBO-Thorn EMI video partnership formed in October of 1984. Pictured (l-r) are: Tom Bernstein, executive vice president of Silver Screen Partners; Nick Santrizos, president, Thorn/EMI HBO Video; Steve Scheffer, HBO executive vice president of film programming and president of HBO Video, Inc.; Neil Braun, HBO senior vice president; and Henry McGee, vice president of home video, HBO.

AUDIO/VIDEO

POLLY WITH A PAST — Sire/Warner Bros. recording artist **Madonna** is beginning to look less like the reigning queen of CHR and more like a living example to all aspiring superstars of what *not* to do before their careers take off. For example, one really shouldn't pose in the nude for various and sundry freelance photographers — the pictures may end up in the pages of *Penthouse* someday. Another rule of thumb is to pick your fledgling movie projects as carefully as possible. **Bette Midler** learned that one recently with the **Magnum Entertainment** home video release earlier this year of *The Thorn*, an exceedingly low-budget venture in which Midler plays Mary, the mother of, you guessed it, **Jesus Christ** (rumor has it that Midler did it for the price of a phone call to her mother in Hawaii). Midler is not alone. A one-hour, \$20,000 production entitled *A Certain Sacrifice* is now available on home video, featuring a 19-year-old Madonna as the female lead. The \$49.95 cassette awaits a U.S. distribution deal, while mail order copies can be had from **Star Video** in Trenton, N.J. Madonna's reaction to the tape is reportedly altogether negative, though the credits do list the singer's full name, rather than the trademark. According to the film's producer/director **Jon Lewicki**, the tape is of the post-punk, art film variety.



MTV HOST — MTV has announced its host for the Second Annual MTV Video Music Awards Show. In place of last year's glib (and exceedingly dry) mastering of ceremonies by **Dan Akroyd** and **Bette Midler** will be **Eddie Murphy**. The question is whether or not MTV will censor the bawdy comic if his hosting is anything like his live shows. The awards will be telecast live, September 13 from Radio City Music Hall in New York City. Live performances as of press time include the likes of **Pat Benatar**, **John Cougar Mellencamp**, **Sting** and **Daryl Hall** and **John Oates**.

LOST KIDS — In October, **USA Home Video** will release the videocassette of the popular TV film *Adam*. The film, which tells the story of one family's true-life ordeal over a missing child, will include a special tag — in which the actual central figures in the film, **John and Reve Walsh** (whose son was found murdered two weeks after he disappeared from their Florida home in 1981) will update some of the child-locating techniques seen in the program. They will also give a toll-free "800" number of the National Center For Missing and Exploited Children. A donation of revenues from the videocassette will also be made, according to **International Video Entertainment** president **Noel C. Bloom**. It will go to Find The Children, a nonprofit foundation created by the film's producer, **Linda Otto**. Five percent of the sales from the tape will go to distributors, which Bloom says will help "expand the work of Find The Children to every city in this country and to give priority to protecting our children, no matter where they live." The tape will be available in VHS and Beta, with a retail price of \$59.95.

GETTING ZAPPED — Warner Bros. recording artist **A-Ha** take to the movie theatres as their video, *Take On Me* takes to the screen. The video has been chosen as a music "zap," which are music videos that have been specially cut, "cinemized" into 35mm, and remixed for Dolby four-channel surround sound for viewing before feature films in theatres. Music "zaps" are a product of New York-based **Musical Motions**, which plans to have the A-Ha video screening in over 200 theatres before such films as *Back To The Future*, *Mad Max Beyond Thunderdome* and *Weird Science*. The video is a **Limelight** production, directed by **Steve Baron**.

Gregory Dobrin

The Release Beat

August at **Thorn EMI/HBO Video** is headed by *Desperately Seeking Susan*, featuring Warner Bros. recording artist **Madonna** in the title role. Also featured in this suspense comedy is **Rosanna Arquette** (*Baby It's You*, *The Executioner's Song*), who plays a bored young housewife to Madonna's outrageous new-age hippie. The cassette runs 104 minutes and retails for \$79.95, recorded in HiFi, VHS and Beta. Also from Thorn EMI/HBO Video this month: *Fear City* (93 mins., \$79.95); *Blacula* (92 mins., \$69.95); *Finnegan Begin Again* (112 mins., \$59.95); *The Quartermass Conclusion* (105 mins., \$59.95); and *Dangermouse, Cartoon Cassette #4* (60 mins., \$29.95). All titles are HiFi recorded, both VHS and Beta. . . . The big title from **Paramount Home Video** this month is *King David*, starring **Richard Gere**. The biblical epic is available on Stereo VHS and Beta HiFi for \$79.95, \$29.95 for laser disc. All formats are closed-captioned for the hearing impaired. Also from Paramount Home Video this month: *Paternity*, featuring **Burt Reynolds** and *Some Kind Of Hero*, starring **Richard Pryor**. Both films have been reduced from their original \$84.95 and \$79.95 (respectively) price points to \$39.95. Each is available on VHS and Beta. . . . **Prism Entertainment** has an August release for *Playgirl's Hunkersize*, alternative programming with a special summer appeal. The hour-long workout tape will be on the shelves August 27 with a retail price of \$39.95. . . . From **Media Home Entertainment** comes a multitude of August releases, in keeping with the label's normally large release schedule. For comedy, there's *Ten From Your Show Of Shows*, with **Sid Caesar** and **Imogene Coca** (\$59.95, 92 mins.) Action/adventure includes *The Warning*, with **Martin Balsam** (\$49.95, 101 mins.) and *Escape From The Bronx* (\$69.95, 82 mins.). For drama, there's *The Old Gun*, with **Romy Schneider** (\$49.95, 141 mins.) and for animation there's *Flash Gordon — Space Adventurer, Volume 1* (\$19.95, 58 mins.) and *2* (\$19.95, 59 mins.). From Media's **VCL Communications** comes *Deadly Encounter* (\$49.95, 90 minutes, action/adventure) and *Prince Jack* (\$59.95, 100 mins., drama).